

## Philip Morris USA

## Pricing

PRICING - W/E 1/7/95PERFORMANCE ISSUESPRICES

- C-store Pack Gap remained at 52 week low:  
flex fund activity stabilized

	<u>1/7/95</u>	<u>CHANGE VERSUS</u>		
		<u>WK AGO</u>	<u>4 WKS AGO</u>	<u>1/8/94</u>
\$ Gap	\$0.55	\$0.00	(\$0.05)	(\$0.02)
% Gap	41%	0%	(4%)	(2%)

- Supermarket Carton Gap relatively unchanged:

\$ Gap	\$4.89	\$0.13	(\$0.04)	\$0.48
% Gap	43%	1%	0%	6%

INCIDENCE

- Basic's price disadvantage:
  - With Lowest Discount packs increased
  - Avg \$ Disadvantage w/Lowest decreased

79%	1%	0%	27%
\$0.30	(\$0.01)	\$0.00	\$0.00

- ≤99¢ Incidence decreased

14%	(1%)	(1%)	0%
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- Montclair money-off incidence declined to lowest level since October

32%	(4%)	0%	10%
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